

Subject: Re: Hollywood Media District: Bus Shelters/Benches North East Corner Highland and Santa Monica & Green Advertising Transit Shelters
From: Lance Oishi
Date: 03/07/2017 05:42 PM
To: Jim Omahen
CC: Sergio Samayoa <sergio.samayoa@lacity.org>, Mike Ahmadi <mike.ahmadi@lacity.org>, Lisa Schechter <lisa@mediadistrict.org>

Lisa/Jim,

In speaking to Guillermo Gonzalez of Outfront JC Decaux a few moments ago, he said that before they repainted the PAKs in your area, the ID banner on top showed "Media District" so he suggested we replace the "Hollywood" identifier with that instead. Would you be okay with that? We can only show community names (not organizations) on our PAKs so it wouldn't be appropriate for us to use "Media District BID" as previously suggested. If you're okay with restoring the "Media District" moniker, we'll move forward with that. Please advise, and thanks.

Sincerely,

Lance O.

On Tue, Mar 7, 2017 at 4:33 PM, Jim Omahen <jim@mediadistrict.org> wrote:

Thanks Lance and I've attached our Hollywood Media District boundary map to this message.

--
Jim Omahen, Operations Manager
Hollywood Media District BID
1040 N. Las Palmas Ave.
Hollywood, CA 90038
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From: Lance Oishi <lance.oishi@lacity.org>
Date: Tuesday, March 7, 2017 at 4:26 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Sergio Samayoa <sergio.samayoa@lacity.org>, Jim Omahen <jim@mediadistrict.org>, Mike Ahmadi <mike.ahmadi@lacity.org>
Subject: Re: Hollywood Media District: Bus Shelters/Benches North East Corner Highland and Santa Monica & Green Advertising Transit Shelters

Hi Lisa,

We'll pass that info along to Outfront JC Decaux and see what we can do. Once again, anyway you can provide us with the boundaries of the BID so that we can identify which PAKs reside within the BID's boundaries?

We've run into some irate, territorial, aggravated folks in the past when it comes to such naming rights, and sometimes we were talking about a PAK that was merely 10's of feet outside of one community's so called boundaries. We need to ensure we're not going to get into the same trouble here.

And no problem on the trash receptacle when/if a shelter is placed there. There's not enough of them to go around the City as it is so we can always place them elsewhere.

Sincerely,

Lance O.

On Tue, Mar 7, 2017 at 12:22 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Lance:

Thank you for letting me know what those displays were called. We can use "Media District BID" Or "HMD Hollywood" or whatever..... Also when and if when the bus shelter gets installed we DO NOT WANT a trash container. We will provide our own.

Thanks

Lisa Schechter
Executive Director

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From: Lance Oishi <lance.oishi@lacity.org>
Date: Monday, March 6, 2017 at 5:16 PM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Sergio Samayoa <sergio.samayoa@lacity.org>, Jim Omahen <jim@mediadistrict.org>, Mike Ahmadi <mike.ahmadi@lacity.org>
Subject: Re: Hollywood Media District: Bus Shelters/Benches North East Corner Highland and Santa Monica & Green Advertising Transit Shelters

Hi Lisa,

I'm checking with Outfront JC Decaux to see if they can change those identifiers out. I'm not sure if we can fit that many characters across the top banner of what we call our Public Amenity Kiosks (or PAKs for short) without reducing the size of the lettering, which would make things more difficult to read and reduce the value/impact of such community identifiers. Please remind me/us about the boundaries of your BID so we can check our inventory of PAK's to see what we have out there and how many of the we'd need to change the lettering out on. Or if you already know which PAKs are within your BID's boundaries, please provide me with the street/cross street of those locations as that will help us respond to your request that much quicker.

I'll let you know either way if it'll fit once I hear back from Outfront JC Decaux, and then we'll move forward from there.

Sincerely,

Lance O.

Sincerely

On Wed, Mar 1, 2017 at 10:21 AM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Lance:

Thank you for the followup. In addition, I wanted to inquire about the street furniture that holds posters. They are green in color and say Hollywood at the top. I wanted to inquire about changing that to "Hollywood Media District" - Can you please tell me the process on requesting this change?

Here is an image of what I am talking about: [Transit Shelters Street Furniture – Hollywood](#)

Thank you
Lisa Schechter
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From: Lance Oishi <lance.oishi@lacity.org>
Date: Wednesday, March 1, 2017 at 9:04 AM
To: Lisa Schechter <lisa@mediadistrict.org>
Cc: Sergio Samayoa <sergio.samayoa@lacity.org>, Jim Omahen <jim@mediadistrict.org>, Mike Ahmadi <mike.ahmadi@lacity.org>
Subject: Re: Bus Shelters/Benches North East Corner Highland and Santa Monica

Hi Lisa,

I'm sorry it's taken so long for me to circle back with you on this one. Let's just say it's been a busy 2017 for me thus far and the requests just keep coming.

The site pre-approval form was sent to CD-4 on January 26 and it went to your former colleague Nikki Ezhari. Nikki let me know that she received the form and would be signing off on it; but I got way behind on my e-mails after having to do a stint conducting

interviews for several days over at Personnel, so that's why I'm still playing catch-up here. I'll circle back with Nikki to find out if she's already signed the form and sent it back to Outfront JC Decaux. The overall process to obtain all of the approvals and a site permit typically takes 4 to 6 months and we're closer to the 4 month time frame at this point, barring any objections or other hiccups that might be encountered along the way. Once a permit is issued, we just have to wait for a shelter to become displaced from elsewhere within the district and then we can look at relocating it to this site.

Should you have any further questions, just let either Sergio or myself know.

Sincerely,

Lance O.

On Wed, Feb 15, 2017 at 3:28 PM, Lisa Schechter <lisa@mediadistrict.org> wrote:

Dear Lance:

Can you please advise as to whom you sent the request to at Council District #4 – so I can follow up with the appropriate staff member? Thank you

Lisa Schechter
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From: Lance Oishi <lance.oishi@lacity.org>

Date: Wednesday, February 15, 2017 at 3:20 PM

To: Jim Omahen <jim@mediadistrict.org>

Cc: Lisa Schechter <lisa@mediadistrict.org>, Sergio Samayoa <sergio.samayoa@lacity.org>, Mike Ahmadi <mike.ahmadi@lacity.org>

Subject: Re: Bus Shelters/Benches

Hi Jim,

Outfront JC Decaux went out and surveyed the site shortly after our conversation in mid-January and determined that we can fit a shelter over on that NE corner of Santa Monica and Highland, so a "Site Pre-Approval Form" was prepared and forwarded to CD-4 for its sign-off/approval on/around January 26.

We're still waiting for the signed document to be returned to us to continue on with the site approval process at this juncture. Once we receive the signed off form from CD-4, we then have to go through the rest of the steps of our site approval process before we can provide Outfront JC Decaux with a "Notice to Proceed" for site permits. I'm not sure if you recall but our Program's site approval process for new furniture is lengthy and typically takes upwards of 6 months or more (I'm attaching a flow chart that gives you an idea of how convoluted that mandated process is).

Once we obtain the approvals and permit for this site, it then gets added to our queue for shelter requests. Outfront JC Decaux stopped the roll-out of new furniture back in 2008. Since then, we've been relying upon shelters displaced by construction activities or bus route changes to provide/install shelters at requested locations waiting in our queue. Over the last few years, Outfront JC Decaux has been building/installing 12 to 20 new shelters per year so that's been another option that's been helping us address the back-log in our shelter request queue. Bottom line is that I can't really predict how or when we might be able to supply that site with a new shelter once we obtain our permits for it, but we'll continue to pursue an installation as the opportunities present themselves.

If I hear of any further updates on this request, I'll circle back with you and provide you with the latest and greatest.

Take care and I'll talk to you soon.....

Sincerely,

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Lance Oishi, Contract Administrator
Streetscape Development and Coordinated Street Furniture Programs
City of Los Angeles, Bureau of Street Services

Phone: (213) 847-0903

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On Tue, Feb 14, 2017 at 3:58 PM, Jim Omahen <jim@mediadistrict.org> wrote:

Lance, I'm following up on our inquiry about getting a bus shelter as per original message below. Please advise and thanks.

--

Jim Omahen, Operations Manager
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From: Lance Oishi <lance.oishi@lacity.org>

Date: Wednesday, January 11, 2017 at 6:44 PM

To: Jim Omahen <jim@mediadistrict.org>

Cc: Lisa Schechter <lisa@mediadistrict.org>, Sergio Samayoa <sergio.samayoa@lacity.org>, Mike Ahmadi <mike.ahmadi@lacity.org>

Subject: Re: FW: Bus Shelters/Benches

Hey there Jim (& Lisa),

Great to hear from you. It's been a long time.

I know we've looked at that corner before and there's a reason why it's absent of any furniture but I can't recall exactly why off the top of my head. We worked with LADOT on the light green, kind of curvy furniture you see out there that is now being maintained by the BID, and we placed the silver transit shelters you see elsewhere around Santa Monica and Highland/Vine as a part of the same project. Let us take a look at it and get back to you.

If you have any further questions about the City's transit furniture programs, feel free to reach out to myself or my associates Sergio Samayoa and Mike Ahmadi at any time.

Sincerely,

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On Wed, Jan 11, 2017 at 9:50 AM, Jim Omahen <jim@mediadistrict.org> wrote:

Lance, this is Jim Omahen here! You may remember me from years gone by when I worked for then Councilmember Garcetti . . . and Kathy Cerra and I were working on a Glendale Blvd. Streetscape Plan for Atwater Village. I'm sure I had thanked you, but will again. You were the best!

I'm now working for the Hollywood Media District BID as Operations Manager. Lisa Schechter is our Executive Director.

Michael Turner referred us to you regarding our wish to have a bus shelter installed at a bus stop on the northeast corner of Santa Monica Blvd. and N. Highland Ave. Can you advise? Thanks again!

--

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